Minutes from SIGUCCS Executive Committee Monthly Meeting – October 1, 2017

Present:
Laurie Fox, Dan Herrick, Lisa Brown, Mat Felthousen, Kristen Dietiker, Chester Andrews

Absent:
Irene Frawley

Old Business:
none

New Business:

1. Conferences

Discussion about 2016 conference evaluation results and 2017 conference evaluation timeline and distribution.

Discussion about phasing out use of a conference-specific logo and tagline, to consolidate our brand. A decision was made to deemphasize the 2018 logo and that in 2019 onward, no conference-specific logo will be made. The conference logo, tagline, and theme will all be determined by the Executive Committee.

Discussion about privacy, various privacy policies (ACM and EDUCAUSE) and the conference attendee list. Discussion about what would give exhibitors value in terms of attendee contact info. We could give them access to a mailing list but obscure attendee emails. A decision was made to clarify the wording of questions attendees answer when registering: 1) I will share name/institution publicly (Y/N) 2) I will share name/institution/email with other attendees (Y/N).

Discussion about Program process in conference and whether it is too much work for two people. Perhaps add a Publication Chair who just manages the Sheridan process? (No Decision)

Presenter help: we could provide an opportunity for peer review of presentations in advance of the conference. Kristen to follow up with 2018 program team next summer.

The board invited Shawn Plummer and Allan Chen to discuss registration & exhibitor opt-out idea (mailing list provided to exhibitor instead of actual emails). Both felt it would work. Then they left.

Discussion about the General Session at the conference. Concentrate on awards or sponsor a speaker/more content? We want to use the time to engage newcomers and show the value of SIGUCCS. Tabled for a future meeting.
Discussion about possible 2019 conference location, dates, and candidates for various roles.

2. Marketing

Facebook- too many random pages and groups. A decision was made that all should be removed except SIGUCCS Community. However, we don't own/administer them all.

Twitter- discussion about lack of engagement on twitter; should we delete account and just use hashtags? An idea was suggested that we periodically tweet our back catalog (conference presentations and papers). Needs further discussion.

Slack- Keep it, but reduce channels. Restrict ability to create new channels. Not a target for official communications; a community resource if they want it.

3. Professional Development

Resume Review Program (started by Kelly Wainwright & Chris King). They wrote a report which is in the Board documents folder. We currently call it a benefit. Table to future meeting; we all should read the report.

Webinars - A decision was made at Nov. 2016 Board Meeting that webinars should be freely available (do not require membership). Great marketing opportunity, Marketing Committee will create materials to be shown at start of each webinar. The next cycle of webinars won't require ACM number.

4. Miscellaneous

Discussion about Spring Board meeting cost considerations and location.

-Submitted by Kristen Dietiker